

Message Text

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PAGE 01 MADRAS 00809 190815Z

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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FM AMCONSUL MADRAS

TO USDOC WASHDC

INFO SECSTATE WASHDC 2940

AMEMBASSY NEW DELHI

AMCONSUL BOMBAY

AMCONSUL CALCUTTA

UNCLAS MADRAS 0809

E.O. 11652: N/A

TAGS: BTIO, BEXP, EAGR, IN

SUBJECT: TAMIL NADU AGRICULTURE SECRETARY WANTS
TO ORDER SOIL TEST KITS PUBLICIZED BY USIS

1. ECONOFF SENT TAMIL NADU AGRICULTURE SECRETARY
K. CHOCKALINGAM COPY OF USIS SCIENCE NEWS PRESS RELEASE
(SOURCE IPS, NEW PRODUCTS FROM THE U.S., NUMBER 23,
OCTOBER 1974) ADVERTISING SIMPLEX SOIL TEST KIT MANUFACTURED
BY EDWARDS LABORATORY, P.O. BOX 318, 202 MILAN AVENUE,
NORWALK, OHIO 44857. CHOCKALINGAM HAS RESPONDED QUICKLY
SAYING HE WOULD LIKE TO ORDER A DOZEN OF THESE KITS TO TRY
THEM OUT IN VARIOUS AREAS OF THE STATE. IF THEY PROVE TO MEET
REQUIREMENTS OF STATE'S AGRICULTURAL SERVICE, CHOCKALINGAM
SAID, HE WOULD PROBABLY PLACE ORDER FOR ABOUT 250 MORE KITS.
SINCE EACH KIT COSTS 75 DOLLARS, THIS AMOUNTS TO TOTAL
OF 21,750 DOLLARS.

2. WE WOULD APPRECIATE USDOC PASSING THIS INFORMATION
TO EDWARDS LABORATORY AND ASKING THEM TO SEND INVOICE
FOR TWELVE TRIAL KITS SHOWING CIF MADRAS COST TO
K. CHOCKALINGAM, SPECIAL SECRETARY TO GOVERNMENT OF
TAMIL NADU, AGRICULTURE DEPARTMENT, FORT ST. GEORGE,
MADRAS 600009, INDIA. CHOCKALINGAM SAYS HE HAS
FOREIGN EXCHANGE AVAILABLE FOR PURCHASE AND CAN DISBURSE
UP TO 1,000 DOLLARS FOR EXPERIMENTAL AGRICULTURAL
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PAGE 02 MADRAS 00809 190815Z

PURPOSES WITHOUT ANY RED TAPE.

3. CHOCKALINGAM IS MOST USEFUL CONTACT, AND HAS JUST UNDERTAKEN COMMITMENT WITH U.S. FIRM FOR 160,000 DOLLAR CLOUD SEEDING PROGRAM, WITH POTENTIAL FOR ADDITIONAL 500,000 DOLLARS WORTH OF SEEDING PROGRAMS OVER NEXT TWO YEARS, SO WE WOULD VERY MUCH APPRECIATE USDOC HELP IN GETTING QUICK RESPONSE ON THIS TRADE OPPORTUNITY EVEN IF IT IS SMALL. IN ADDITION, HE IS AN ALERT FUREAUCRAT OPEN TO NEW IDEAS AND VERY ANXIOUS TO INCREASE FOODGRAIN PRODUCTION (MAINLY RICE AND MILLETS) IN HIS STATE. HE WOULD PROBABLY BE RECEPTIVE TO LOOKING AT ANYTHING YOU CAN SEND US RELATING TO NEW PRODUCTS IN THE AGRICULTURAL FIELD. LOTS OF PEOPLE IN THIS COUNTRY ARE INTERESTED IN NEW THINGS, BUT FEW HAVE FOREIGN EXCHANGE OR ARE WILLING TO SPEND IT LIKE HE IS. WE'LL BE HAPPY TO DO SOME ONE-MAN CATALOGUE SHOWS IN HIS OFFICE IF USDOC OR USDA CAN GIVE US SOME AMMUNITION.
GREENE

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